

# The 100,000 Homes Campaign

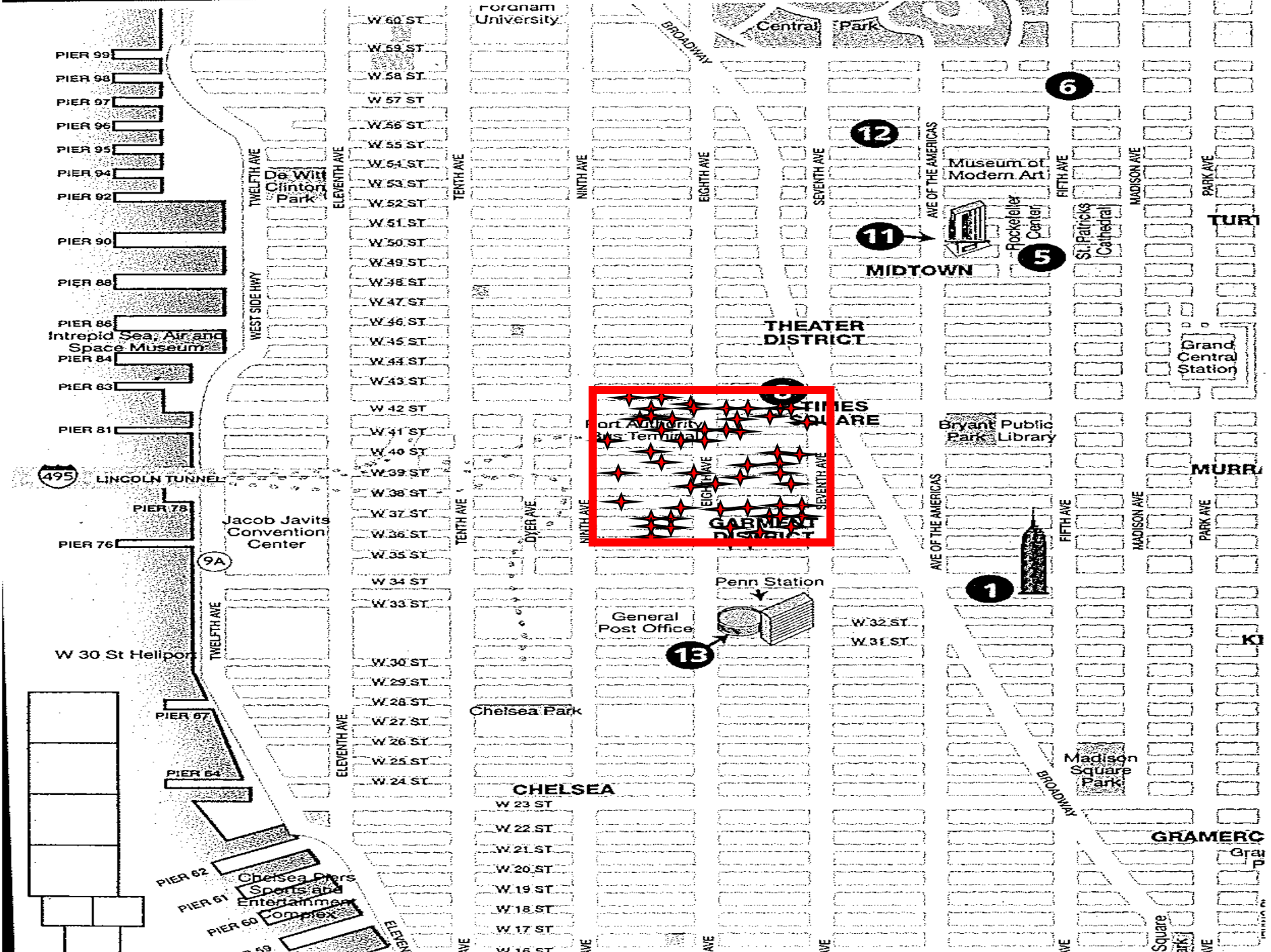
*A national movement to find and house 100,000 vulnerable homeless people in three years*

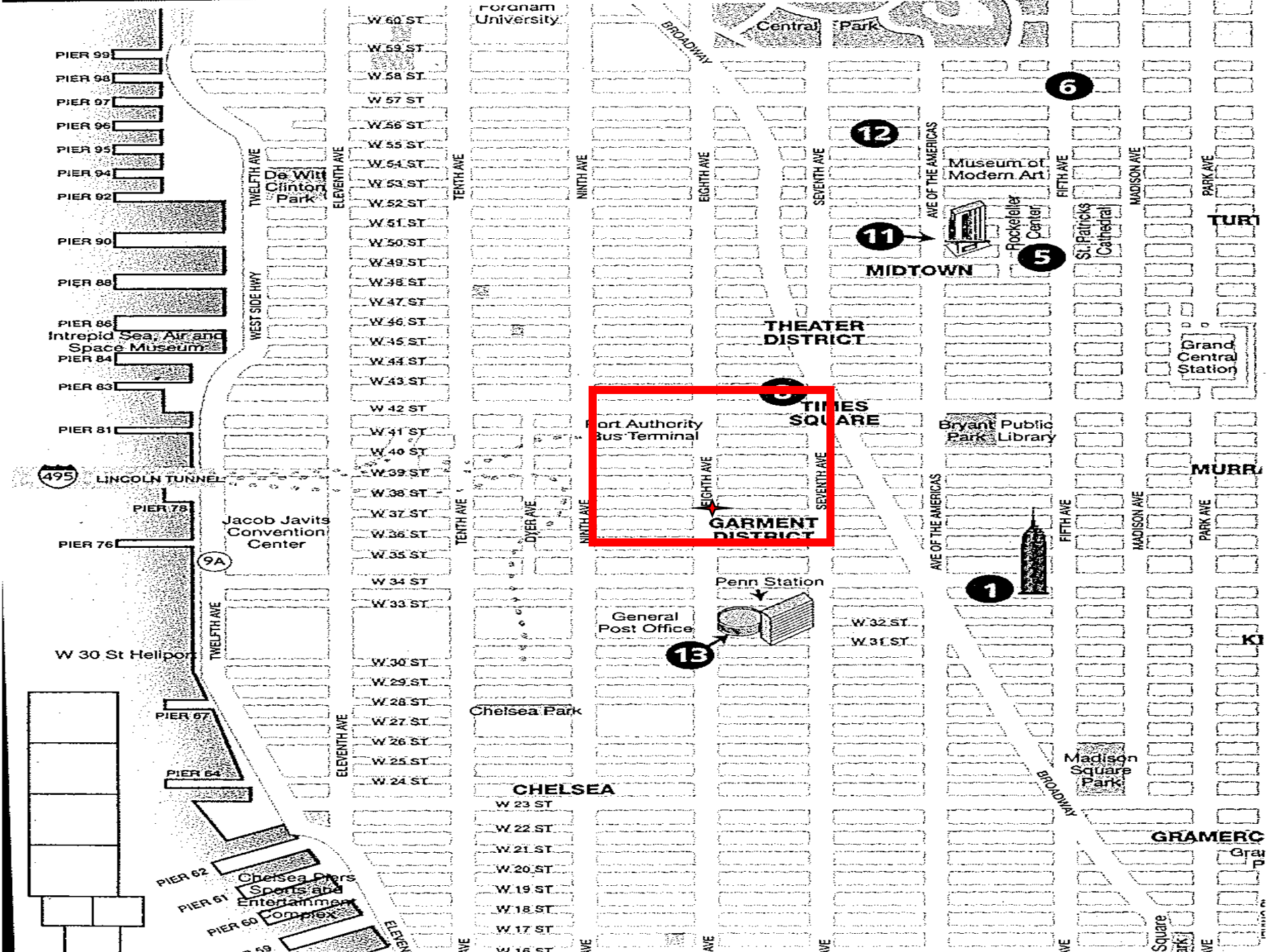
*Land Use and Housing Committee*

*San Diego, CA*

*April 21, 2010*

*Beth Sandor, Common Ground*





# Times Square's Homeless Holdout, Not Budging



Heavy, as he is known, is said to be the only person still living on the streets of Times Square.

New York Times, March 29, 2010

# Street to Home Overview

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- Adaptation of England's Rough Sleepers Initiative that achieved 75% reduction in 3 years
- Started in October 2003
- Goal: reduce street homelessness in West Midtown, NYC, by two-thirds in three years
- Originally funded by foundation money with seed grant of \$75k
- Only partners were the BID and the police
- Outcome – 87% reduction over 2 years.
- **Today: 1 person on the street in Times Square.**

# Street to Home Strategy

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- Geographical accountability
- Place based, community involvement
- By name (with photos) registry of everyone sleeping on the streets
- Established prioritization method
  - Vulnerability Index Tool
- Focused on shared goal of permanent housing
- Housing first – with wrap around services

# Vulnerability Index

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- Based on research by Dr. Jim O'Connell, Boston's Health Care for the Homeless
- More than 6 months street homeless AND at least one of the following:
  - End Stage Renal Disease
  - History of Cold Weather Injuries
  - Liver Disease or Cirrhosis
  - HIV+/AIDS
  - Over 60 years old
  - 3 or more emergency room visits in prior three months
  - 3 or more ER or hospitalizations in prior year
  - Tri-morbid (mentally ill+ abusing substances+ chronic medical problem)











# Los Angeles, Project 50

- Project 50 – effort to house 50 of the most chronic and vulnerable people sleeping on the streets of Skid Row
- Nov 20, 2007: County Supervisors Passed Motion to Implement Project 50 within 100 days
- Dec 2007: Identified 140 vulnerable individuals out of 471 found sleeping outside in Skid Row
- Jan 28, 2008 – 1<sup>st</sup> person placed into housing
- 67 people have been housed to date
- Unprecedented collaboration across 24 public and private agencies, especially across city-county
- More money was spent on hospital and jail visits the year prior to housing than the net operating cost of Project 50 (N=47)



# Tenant Profile - Before



# Tenant Profile - After





# First year of Project 50

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- 96% of people offered housing accepted
- 88% retention rate
- 73% reduction in hospitalization costs
- 80% reduction in jail days
- 95% of clients with MI are in treatment
- 65% of clients with SA are in treatment











# Los Angeles Innovation

- Through HA and DPSS: average 10 days from outreach to placement
- MOU with 24 agencies
- Housing and service resources prioritized
- Skid Row placed based pilot has sparked county wide work across 7 communities
- Aim for 20 communities in LA to be part of national campaign by end of 2010



# Early Innovations

- Housing Authority makes Vulnerability Index preference
- Modify VASH to house most vulnerable with 1:20 cm ratio
- Restructure and re-bid outreach contracts for housing outcomes
- Rapid Section 8 processing
- Public-private partnerships
- Mass housing placement operations
- Expand FQHCs to provide supportive services in housing
- Use CDBG to pay for supportive services
- Broad multi-agency coalitions to house most vulnerable

# Prevalence of Risk Indicators

Risk indicator	Average From All Sites	Skid Row
Sample Size	4362	390
Tri-morbid	30%	30%
3x hospital last year	12%	13%
3x ER last 3 months	10%	9%
> 60 years old	10%	11%
HIV+/AIDS	3%	3%
Liver Disease	10%	6%
Kidney Disease	5%	4%
Cold/Wet Weather Injury	10%	9%
% vulnerable	42%	41%

159 (42%) of those surveyed met at least one High-Risk Criteria

# 50 Campaign Target Cities



# 100,000 Homes Campaign Aims

- *House 100,000 (primary aim)*
  - *5,000 by July 2010*
  - *7,500k by end of 2010*
  - *25k by year two end*
  - *100k by year three end*
- *Create national/local political will for change*
- *Build the world's fastest housing process (refine the registry-house- sustain intervention with distinct strategies for every 100 in every city; distinct strategies by type of city)*
- *Build a strong national network of communities capable of continuous improvement*
- *Establish attractiveness (create joy and affection; raise national awareness and mobilize the public for change)*
- *Team excellence (logistics, funding, spirit, etc.)*

# Overview Results

- Over 12,000 surveyed across 18 communities nationwide
- 4,000 of the most chronic and vulnerable homeless have been housed nationally
- In Los Angeles County across 7 communities
  - 4,000 people surveyed
  - Almost 500 units committed
  - Over 300 people housed



# Status Update of Campaign Communities

City	# Committed	# Housed
Denver	25	21
DC	125	841
New Orleans	60	271
Nashville	75	35
Baltimore	100	20
Atlanta	500	621
New York City	TBD	994
Hollywood	20	
West Hollywood	4	
Phoenix	20	63
Charlotte	85	3
San Fernando Valley	15	11
Venice	25	7
New Image	75	
Detroit	50	
Santa Monica	70	85
Long Beach	75	
Boston	32	
<b>TOTAL FROM ENROLLED CITIES</b>	<b>1356</b>	<b>2972</b>
<b>TOTAL FROM NON ENROLLED CITIES</b>		<b>990</b>
<b>TOTAL FROM HOSPITAL TO HOME</b>		<b>135</b>
<b>TOTAL</b>		<b>4097</b>

# National Campaign Partners

- Institute for Healthcare Improvement
- National Alliance to End Homelessness
- Corporation for Supportive Housing
- National Healthcare for the Homeless Council
- International Downtown Association
- United Way of Greater LA
- Denver's Road Home
- Fannie Mae
- working closely with USICH, HUD, HHS, and VA
- meeting with ULI, United Way, Habitat for Humanity, National Assoc. of Public Hospitals

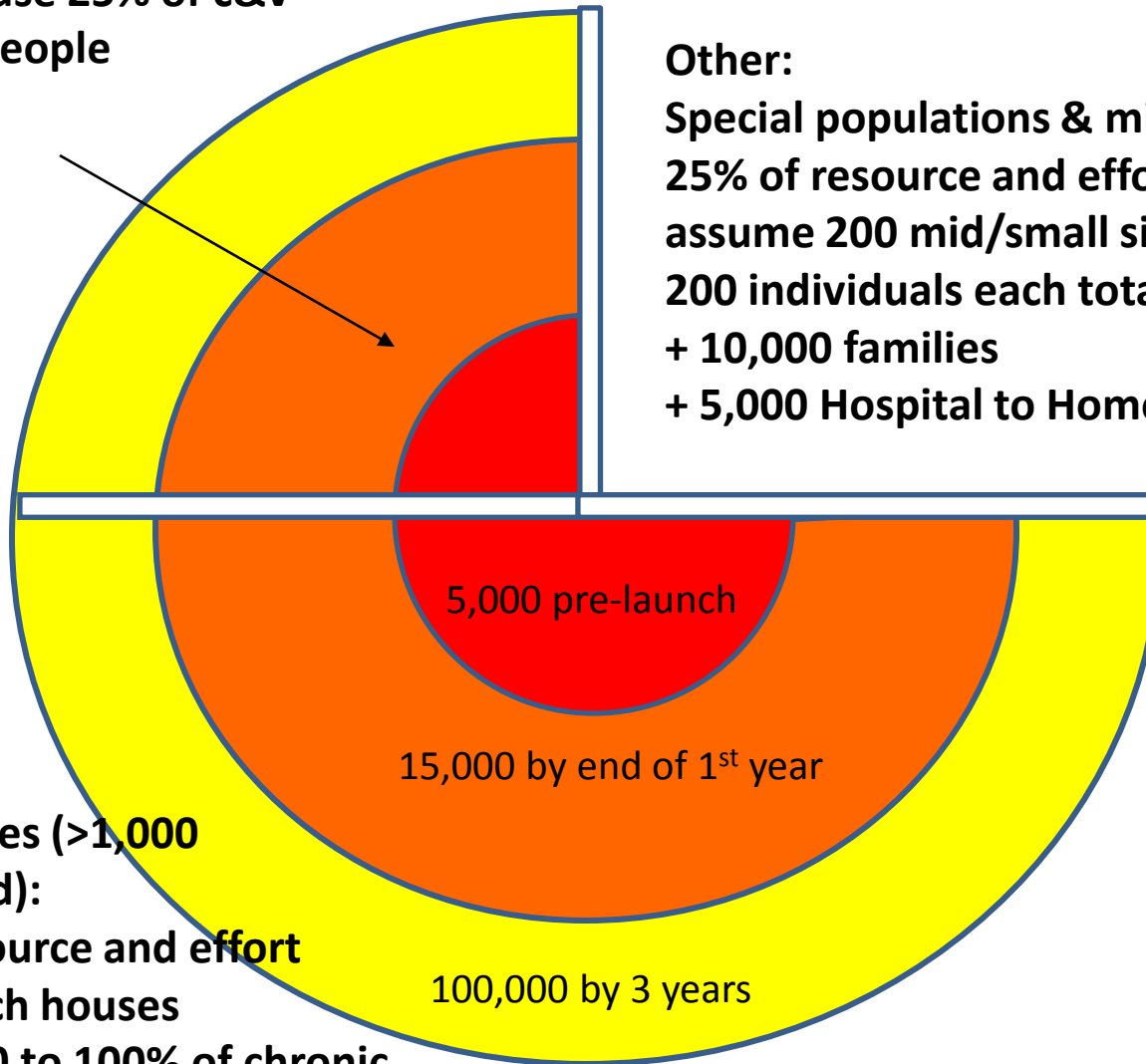
# Scale Plan

## Big City Strategy:

25% of resource and effort  
assume house 25% of c&v  
or 12,000 people

## Other:

Special populations & mid/small cities:  
25% of resource and effort  
assume 200 mid/small sized cities house  
200 individuals each totaling 40,000  
+ 10,000 families  
+ 5,000 Hospital to Home



## 50 Core cities (>1,000 unsheltered):

50% of resource and effort  
assume each houses  
between 60 to 100% of chronic  
and vulnerable totaling 43,000